



## Careers information sheet

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### Graphics Designer

#### What do Graphic Designers do?

Graphic designers work with words and visual images to put across ideas and information. They use a mix of creative skills and commercial sense to come up with answers to a customer's brief such as developing a corporate identity. These ideas might be for printed materials, like packaging or posters, signage, or for multimedia and internet visuals.

This is a competitive area but there are more openings in graphic design than in any other area of design - in advertising agencies, design studios, in-house company departments and consultancies as well as in the freelance sector. (Source: learndirect/jobs4u)

There are several different pathways to become a qualified Graphic Designer.

- ROUTE 1 - Work based
- ROUTE 2 - Vocational learning
- ROUTE 3 - Art Foundation

Go to the Key Routes web pages to see an interactive version of these – <http://www.keyroutes.org.uk/careas/creative/opt-gdesign.aspx>

#### What else should I be doing?

For jobs involving graphic design it's a good idea to:

- build up a design portfolio in a variety of media
- design posters and tickets for events such as school plays
- experiment with digital photography
- try out computer design and animation packages
- develop your visual communication skills
- look for work experience involving customer service
- develop your time management skills
- try out packages such as Photoshop, Illustrator, Quark Xpress, InDesign and DreamWeaver

#### Useful links

The Sector Skills Council for broadcast, film, video, interactive media and photo imaging is SkillSet <http://www.skillset.org>

Once in your job there are lots of opportunities for Continuing Professional Development (CPD), including developing higher level management skills or studying for a professional qualification such as Marketing.

The Chartered Society of Designers offers CPD linked to your career stage  
<http://www.csd.org.uk>

The Design Council website has a section on Creative Careers  
<http://www.designcouncil.org.uk>

The British Interactive Media Association is the trade association for the UK  
interactive industry <http://www.bima.co.uk>